



Communities That Care

Community Planning Training

Understanding
Program-Level
Evaluation

Participant's Guide

Module 5

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Module 5

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Understanding Program-Level Evaluation

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Phase Four: Creating a Community Action Plan

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Community Planning Training Day Two: Program Planning

Module 5 Understanding Program-Level Evaluation

Milestone: Develop an evaluation plan

Module 6 Identifying Systems-Change Strategies

Milestone: Develop implementation plans for each program, policy or practice selected

Module 7 Drafting a Community Action Plan

Milestone: Develop a written Community Action Plan

Module 8 Next Steps

Milestone: The community is ready to move to Phase Five: Implementing and Evaluating the Community Action Plan

WE ARE
HERE.

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Module 5 goal

The goal of this module is to introduce participants to program-level evaluation.

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Objectives

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Participants will be able to:

1. Identify the uses of evaluation.
2. Explain basic evaluation concepts.
3. Assess the need for an expert evaluator.



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Why is evaluation important?

Evaluation helps you:

- monitor implementation fidelity
- monitor progress toward outcomes
- identify problems with program design or selection
- demonstrate achievements
- determine cost-effectiveness.

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Key evaluation questions

- What do you want to evaluate?
- What is the purpose of your evaluation?



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Who will use evaluation information?

- Community Board members
- Key Leaders
- Program implementers and site administrators
- Media
- Local interest groups
- Other community members
- Sources of funding

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Evaluating implementation outcomes

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- Monitor implementation fidelity.
- Identify and correct implementation problems before they result in program failure.

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Implementation-outcome example

To provide two hours of weekly home-based parent education by trained professionals to at least 30% of teen mothers for a 24-month period.

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Basic implementation evaluation methods



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- Records
- Activity logs
- Observation
- Questionnaires



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Participant-outcome evaluation

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- Measure the program's impact on participant knowledge, skills, attitudes or behavior.
- Monitor progress toward the community's vision.

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Participant-outcome example



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To significantly increase parents' knowledge of appropriate infant health-care practices and care-taking and interaction skills, as measured by pre- and post-tests.

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Participant-outcome evaluation methods

- Observation
- Interviews
- Questionnaires
- Records

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Using an evaluation expert

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An expert evaluator can help:

- select appropriate evaluation design
- develop evaluation measures
- analyze statistical information
- interpret results.

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Consider an expert evaluator if:

- The program requires significant technical assistance
- Evaluation tools will need to be developed
- Data collection will be expensive and complex
- Complex data analysis will be required
- The Board lacks the expertise to complete the evaluation.

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Assessing the Need for an Evaluator

Program:

Participant outcomes:

1. How will this evaluation be used? [Example: To report program achievements to funders and the community.]

2. Are evaluation tools provided by the program? [Example: No, we will need to develop our own tools.]

3. How extensive or complex is data collection and analysis likely to be?
[Example: The evaluation will require analysis of a large-scale survey of program participants.]

4. Will the evaluation require complex statistical analysis?

5. Do any Community Board members have expertise in evaluation design? If so, list names and areas of expertise.

6. Based on the answers to the above questions, will we need the help of an expert evaluator for any part of this evaluation? _____ If so, which parts? (Check all that apply.)

- ☐ Evaluation design
- ☐ Instrument design
- ☐ Data analysis
- ☐ Interpreting results

Where to find an evaluator

- Local universities
- Research and consulting firms

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The Community Action Plan should identify:

- The nature of the evaluation
- Who will be doing the evaluation
- Resources needed for the evaluation.

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Phase Four:
Creating a Community Action Plan

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Community Planning Training Day Two: Program Planning

Module 5 Understanding Program-Level Evaluation

Milestone: Develop an evaluation plan

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Module 8 Next Steps

Milestone: The community is ready to move to Phase Five: Implementing and Evaluating the Community Action Plan

NEXT
UP

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